

ORDER



Orders
Order / Rev: 726260
Alt Order #: 06401411
Product Desc: RNC
Estimate: 3545
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 11/01/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media, Inc/ POL
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: RNC
Demographic: A35-64
Product Codes: IS-Issue/Ballot,IS-Candidate/Presidentia
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	32	\$84,800.00	\$72,080.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	32	\$84,800.00	\$72,080.00	43.90
Totals	32	\$84,800.00	\$72,080.00	43.90

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	11/02/12	11/02/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	:30	1	\$4,000.00	P-1	2.00	NM	1	\$4,000.00
9NEWS NOW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,000.00		2.00			
E 2	WUSA	11/02/12	11/02/12	Late Late Show Late Late Show	CM	1237-137AM	----F--	:30	2	\$450.00	P-2	0.60	NM	2	\$900.00
LT-FERGUSN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$450.00		0.60			
E 3	WUSA	11/02/12	11/02/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$1,200.00	P-1	0.90	NM	1	\$1,200.00
9NEWS NOW@5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,200.00		0.90			
E 4	WUSA	11/02/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	2	\$600.00	P-1	0.50	NM	2	\$1,200.00
CBS THS MRNG-2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$600.00		0.50			
E 5	WUSA	11/02/12	11/02/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	----F--	:30	1	\$4,000.00	P-1	1.70	NM	1	\$4,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,000.00		1.70			

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Advertiser: RNC
 Product Desc: RNC
 Estimate: 3545

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WUSA	11/05/12	11/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$4,000.00	P-1	2.00	NM	1	\$4,000.00
9NEWS NOW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,000.00		2.00			
E 7	WUSA	11/05/12	11/05/12	Late Late Show Late Late Show	CM	1237-137AM	M-----	:30	2	\$450.00	P-2	0.60	NM	2	\$900.00
LT-FERGUSN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$450.00		0.60			
E 8	WUSA	11/05/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	2	\$1,200.00	P-1	0.90	NM	2	\$2,400.00
9NEWS NOW@5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$1,200.00		0.90			
E 9	WUSA	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	2	\$600.00	P-1	0.50	NM	2	\$1,200.00
CBS THS MRNG-2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$600.00		0.50			
E 10	WUSA	11/05/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$4,000.00	P-1	1.70	NM	1	\$4,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,000.00		1.70			
E 11	WUSA	11/03/12	11/03/12	Sa Game On Game On	CM	Sa 7-8p (7:15 PM-8:00 PM)	-----S-	:30	2	\$1,500.00	P-2	1.00	NM	2	\$3,000.00
GAME ON! (LIVE FTBL SHOW)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$1,500.00		1.00			
E 12	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	1	\$600.00	P-1	0.50	NM	1	\$600.00
CBS THS MRN:SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$600.00		0.50			
E 13	WUSA	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p (8:00 PM-11:30 PM)	-----S-	:30	2	\$10,000.00	P-1	5.00	NM	2	\$20,000.00
NCAA CLG FTBL: ALABAMA V LSU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$10,000.00		5.00			
E 14	WUSA	11/01/12	11/01/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$4,000.00	P-1	2.00	NM	1	\$4,000.00
9NEWS NOW@11PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$4,000.00		2.00			
E 15	WUSA	11/01/12	11/01/12	Late Late Show Late Late Show	CM	1237-137AM	---T---	:30	2	\$450.00	P-2	0.60	NM	2	\$900.00
LT-FERGUSN-CBS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$450.00		0.60			
E 16	WUSA	11/01/12	11/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---T---	:30	2	\$1,200.00	P-1	0.90	NM	2	\$2,400.00
9NEWS NOW@5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$1,200.00		0.90			
E 17	WUSA	11/01/12	11/01/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	---T---	:30	1	\$4,000.00	P-1	1.70	NM	1	\$4,000.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$4,000.00		1.70			
E 18	WUSA	11/01/12	11/01/12		CM	8-9P	---T---	:30	1	\$20,000.00	P-1	6.00	NM	1	\$20,000.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Thu Prime A Big Bang Theory/Two and a Hal BIG BANG / 2-1/2 MEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$20,000.00 6.00															
E 19	WUSA	11/05/12	11/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$4,000.00	P-1	2.00	NM	1	\$4,000.00
9NEWS NOW@11PM< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$4,000.00 2.00															
E 20	WUSA	11/05/12	11/05/12	Late Late Show Late Late Show	CM	1237-137AM	M-----	:30	2	\$450.00	P-2	0.60	NM	2	\$900.00
LT-FERGUSN-CBS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$450.00 0.60															
E 21	WUSA	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	2	\$600.00	P-1	0.50	NM	2	\$1,200.00
CBS THS MRNG-2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 2 \$600.00 0.50															
													Totals	32	\$84,800.00